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UNIVERSAL EXPOSITION

1915

CELEBRATING

THE OPENING OF THE

PANAMA CANAL

RULES AND REGULATIONS

FOR THE INFORMATION AND GUIDANCE OF

INTENDING PARTICIPANTS

PANAMA-PACIFIC INTERNATIONAL EXPOSITION
SAN FRANCISCO, U. S. A.
FEBRUARY 20TH TO DECEMBER 4TH, 1915

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SAN FRANCISCO, U. S. A.

FEBRUARY 20TH TO DECEMBER 4TH, 1915

THE
HICKS-JUDD
COMPANY
PRINTERS AND
BOOKBINDERS

AS FINALLY AMENDED AND APPROVED BY THE PRESIDENT

RULES AND REGULATIONS

OF THE

PANAMA-PACIFIC INTERNATIONAL EXPOSITION

TO BE HELD AT SAN FRANCISCO IN THE YEAR 1915

IN CELEBRATION OF THE COMPLETION OF THE PANAMA CANAL

OPENING, FEBRUARY 20, 1915
CLOSING, DECEMBER 4, 1915

By order of the Board of Directors of the Panama-Pacific International Exposition Company, the following general Rules and Regulations are promulgated for the information and guidance of Foreign and Domestic Participants:

ARTICLE I.

SECTION I. Under the proclamation of the President of the United States, signed February 2, 1912, and authorized by an Act of Congress, approved February 15, 1911, all nations and all peoples are invited to take part in this Exposition, and share in the celebration of the opening of the Panama Canal.

SECTION II. The site of the Exposition is established upon the harbor of San Francisco, which, including an area from the adjoining Military Reservations of the United States Government, granted to the uses of the Exposition by an Act of Congress dated January 18, 1912, comprises 625 acres, with a frontage upon the Bay at Golden Gate of 15,000 feet.

In addition to this site, the general plan includes certain Exposition structures to be erected in Golden Gate Park and in Lincoln Park, and the erection of an Auditorium, in the center of the City.

SECTION III. All administrative branches and Executive Divisions and Departments of the Exposition are under the authority of the President of the Corporation.

The members of the Executive Committee of the Corporation and the Comptroller of the Company constitute the Administrative Cabinet of the President.

The Executive Staff of the President consists of the following officers:

Director-in-Chief of Foreign and Domestic Participation;
Director of Division of Exhibits;
Director of Division of Exploitation;
Director of Division of Works;
Director of Division of Concessions and Admissions.

Under these officers, subordinate Departments for the supervision of Exhibits, of Construction, and of Maintenance are provided for, each Department having its individual head or chief.

Other Executive officers may, from time to time, be appointed by the President, subject to the approval of the Board of Directors.

ARTICLE II.

SECTION I. For the purposes of the orderly and systematic installation of exhibits and their review by the Jury of Awards, a Classification has been adopted divided into a number of Departments, each of which is again divided into groups and subdivided into classes. Under this Classification the Exposition will be constructed, the installation perfected and the system of Awards conducted. In conformity therewith the following Exhibit Departments have been created:

Department A, Fine Arts;
Department B, Education;
Department C, Social Economy;
Department D, Liberal Arts;
Department E, Manufactures and Varied Industries;
Department F, Machinery;

Department G, Transportation;
Department H, Agriculture;
Department I, Live Stock;
Department K, Horticulture;
Department L, Mines and Metallurgy;
Department M, Discoveries and Maritime Development of the Pacific area.

SECTION II. In accordance with the above Classification, and bearing nomenclature identical with the Departments, exhibition palaces will be erected, ample in area, suitable in construction, and appropriate in design for the installation of such exhibit material as may be accepted by the Exposition in conformity with the Classification and these Rules and Regulations.

ARTICLE III.

SECTION I. The Directors of the four Executive Divisions, and the Chiefs of the different Departments thereunder, may promulgate special rules and regulations governing the more minute and technical details of the operation of the different Departments.

SECTION II. The Director of Exhibits shall have general charge of the installation of all exhibits, and the control and management of the same, subject to the authority of the Director-in-Chief acting for the President.

ARTICLE IV.

SECTION I. The General Classification is hereby made a part of these Rules and Regulations.

SECTION II. The Exposition reserves the right to amend or correct the Classification at any time before the opening of the Exposition by giving thirty (30) days' public notice and by written notification to the Commissioners General or representatives of foreign countries and the American States and Territories.

ARTICLE V.

SECTION I. The price of single admission shall be fifty (50) cents for individuals over twelve (12) years of age; twenty-five (25)

cents for children between the ages of five (5) and twelve (12) inclusive; children under five (5) years of age shall be admitted free, if accompanied by an adult person.

SECTION II. While the broadest construction will be placed upon the rights of exhibitors and their agents to free admission to the grounds for the purpose of caring for their respective exhibits, it is intended to restrict these courtesies within reasonable limitations.

ARTICLE VI.

SECTION I. No charge will be made for space allotted for exhibits.

SECTION II. No charge will be made for space allotted for buildings of foreign governments or the State, Territorial or District Governments of the United States.

SECTION III. The main exhibition palaces will be opened to visitors at nine (9) o'clock a. m. each day and will be closed at the hour of sunset, except the Art Palace which, at stated times, may be open after sunset.

ARTICLE VII.

SECTION I. Qualified exhibitors will be those corporations, firms or individuals who have produced the article, object, or material exhibited, but those who have importantly aided or co-operated in such production may be given proportionate consideration

SECTION II. This is a contemporaneous Exposition. Commercial articles manufactured prior to 1905 will not be reviewed for award. Historical material will be given no award value.

SECTION III. The country where an exhibit is produced and not the citizenship of the exhibitor, will determine the nationality of the exhibit.

SECTION IV. All foreign nations participating in the Exposition will be recognized through an official representative, to be accredited to the President of the Panama-Pacific International Exposition through the Secretary of State of the United States or otherwise.

SECTION V. Allotments of space, to exhibitors from countries whose governments have appointed official representatives to the Exposition, will be made by or through such representatives.

SECTION VI. While it is expected, as far as possible, to confine negotiations in the United States to the officials or representatives of the respective States, Territories and Districts, the right is reserved by the Exposition, through its proper officers, to confer directly with individuals, firms or corporations therein, especially in matters concerning Art and Commerce.

ARTICLE VIII.

SECTION I. All applications for sites for buildings and out-door exhibits must be filed on or before June 1, 1914.

SECTION II. Out-door horticultural and agricultural growing exhibits must be installed at such times before the opening of the Exposition as is necessary to insure their development within the proper season covered by the Exposition period; certain trees must, in accordance with this rule, be started not later than August 1, 1912.

SECTION III. Applications for space for exhibits in the palaces of the Exposition must be filed on or before the respective dates following, to-wit:

(A) For Machinery and Mechanical Appliances intended for exhibition in operation, August 15, 1914.

(B) For Machinery and Mechanical Appliances not intended for exhibition in operation, October 1, 1914.

(C) For works of Art, natural products and manufactured materials not herein expressly indicated, October 1, 1914.

(D) For special concessions to individuals, associations or corporations, October 1, 1914.

SECTION IV. All applications for space must be in writing, addressed to the President of the Exhibition, and should be presented on forms which will be furnished by the Exposition.

SECTION V. Each application for space for exhibits must be accompanied by a sketch, drawn to a scale of one-fourth of an inch

to a foot, showing the ground floor plan, the front elevation and the general outline. These installation plans and schemes must receive the approval of the Chief of the Department in which the exhibit is to be located and the approval of the Director of Exhibits, and must conform to the general architecural design for the treatment of the interior of the building.

SECTION VI. Permits for space will not be transferable, and exhibitors will be confined to such exhibits as are specified in their application.

SECTION VII. No information will be furnished to any person or persons as to the number, character or personnel of intending exhibitors, or as to applications for space, except upon the written order of the President previously obtained in each particular instance.

SECTION VIII. The Exposition will not officially recognize any organization of Exhibitors, or of State or Foreign Commissioners, and will not negotiate upon or consider any questions affecting the operation of the Exposition or the interests of exhibitors that may be presented to the Exposition by such organizations or any officers or representatives thereof.

ARTICLE IX.

SECTION I. All communications relating to the Exposition should be addressed to the President of the Panama-Pacific International Exposition, San Francisco, U. S. A.

SECTION II. All packages containing exhibits must be addressed to the President of the Exposition.

SECTION III. Direction labels for forwarding and shipping purposes will be furnished by the Exposition. The blank spaces on these labels must be filled out, as the label will indicate, so as to convey the following information:

(A) The Department in which the exhibit is to be installed.

(B) The Country, State or Territory from which the package is consigned.

(C) The name and address of the exhibitor, and the total number of packages sent by such exhibitor.

SECTION IV. In boxing or casing any material intended for exhibition, screws should be employed in preference to nails or steel hoops, and packages should be addressed on two or more sides. Each package should contain a list of the material or articles it contains. Exhibitors will be authorized and permitted to unpack, assemble, install, maintain and repack all exhibits in such manner as, to the exhibitor, may seem best, subject to the Rules and Regulations of the Exposition.

SECTION V. Consignments intended for different buildings should be in separate packages, and not included in the same box, crate or barrel.

SECTION VI. Freight and express charges and all dues or charges appertaining to the transportation of material belonging to individuals such as exhibits, building material, concession material, supplies, etc., must be prepaid *at the point of shipment* and the goods delivered at the Exposition clear of all charges.

ARTICLE X.

SECTION I. If no authorized person is at hand to take charge of an exhibit within reasonable time after its arrival at the Exposition Buildings, said exhibit will be removed and stored at the cost and risk of whomsoever it may concern.

SECTION II. The installation of heavy articles requiring foundation, may, by special arrangement with the Director of Works, commence as soon as the progress of the construction of the building will permit.

SECTION III. No exhibits shall be removed in whole or in part until the close of the Exposition.

SECTION IV. Immediately after the close of the Exposition exhibitors shall remove their exhibits and construction, and complete such removal before March 15, 1916. Any exhibit or material not removed on April 1, 1916, will be considered to have been abandoned by the exhibitor and will be subject to removal at

the cost of the exhibitor or to such disposition by the Exposition as may be deemed advisable.

ARTICLE XI.

SECTION I. All show-cases, cabinets, shelving, counters, etc., required in the installation of an exhibit must be provided at the expense of the exhibitor, and all counter-shafts, pulleys, belting wiring, etc., compressed air connections, and all water and sewerage connections will be paid for by the person applying for the same.

SECTION II. All decorations and designs contemplated in connection with installation must conform to the Rules and Regulations promulgated by the Director of Exhibits, and receive the approval of the Chief of the Department interested.

SECTION III. No exhibitor will be permitted to install an exhibit so as to obstruct the light of, or occasion any inconvenience to, or disadvantageously affect the display of, other exhibitors.

SECTION IV. The flooring of the Exposition palaces must not be cut or removed or their foundations disturbed, and no part of the construction of the buildings shall be employed for installation purposes, except upon the recommendation of the Director of Exhibits, approved by the Director of Works.

SECTION V. Special rules regulating the height of platforms, partitions, rails, cases, cabinets, counters and any special trophy or feature will be issued by the Chiefs of the different Departments, with the approval of the Director of Exhibits.

SECTION VI. All designs for the treatment of exhibition space must be in accordance with the foregoing limitations. The material used for covering counters, screens, partitions or floors must be subject to the approval of the Director of Exhibits, upon the recommendation of the Chiefs of the different Departments, and must be in accordance with the general color scheme of the Director of Works.

SECTION VII. Special Rules and Regulations in addition to, and not in conflict with, the general Rules and Regulations of the

Exposition may be promulgated by the different Departments, subject to the approval of the Director of Exhibits.

ARTICLE XII.

SECTION I. All articles which shall be imported from foreign countries for the sole purpose of exhibition at said Exposition, upon which there shall be a tariff, or customs duty, imposed by the United States Government, will be admitted free of payment of duty, customs fees or charges under such regulations as the Secretary of the Treasury of the United States shall prescribe under an Act of Congress.

SECTION II. It will be lawful at any time during the Exposition to sell for delivery at the close thereof, any goods or property imported for, and actually on exhibition in, the Exposition palaces or on the grounds, subject to such regulations for the security of revenue and for the collection of import duty as the Secretary of the Treasury of the United States shall prescribe. Such articles when sold or withdrawn for consumption in the United States will be subject for the duty imposed upon them by the revenue laws in force at the date of importation, and all penalties prescribed by the laws of the United States will be enforced against such articles and against the person who may be guilty of any illegal sale or withdrawal.

SECTION III. Such provision will be made by the Government of the United States as will permit the transportation of foreign exhibits in bond direct to the Exposition grounds which will be designated as the United States Bonded Warehouse.

ARTICLE XIII.

SECTION I. The Exposition will provide for the establishment of a fully organized and equipped fire department, with all the necessary fire fighting apparatus.

While the Exposition will provide every possible protection for exhibits and for the property of exhibitors, it will not be responsible in any case for loss by fire, accident, vandalism or

theft, through which objects placed upon exhibition may suffer, whatever may be the cause or the amount of the damage.

SECTION II. Any object or article of a dangerous or detrimental character, or that is incompatible with the object or decorum of the Exposition or the comfort or safety of the public, will be refused admission to the grounds, or removed from any building or any part of the grounds upon the recommendation of the Director of Exhibits, approved by the Director-in-Chief.

SECTION III. Articles that are in any way dangerous or offensive; also patent medicines, nostrums and empirical preparations whose ingredients are concealed, will not be admitted to the Exposition. The Director of Exhibits, with the approval of the Director-in-Chief, has the authority to order the removal of any article that may be considered dangerous, detrimental to, or incompatible with, the purposes or welfare of the Exposition or the comfort and safety of the public.

SECTION IV. The Exposition will carry no insurance on exhibits, but favorable terms can be secured under which exhibitors may insure their own goods, chattels, construction, fixtures and furniture in responsible companies.

ARTICLE XIV.

SECTION I. Advertisement by means of posters, prints, hand-bills, etc., will not be permitted within the Exposition grounds, except upon the recommendation of the Director of Works, approved by the President, and then to a restricted degree only.

SECTION II. Exhibitors' business cards and brief descriptive circulars only may be conveniently placed within such exhibition space for distribution; but the right is reserved by the Chief of the Department, upon the approval of the Director of Exhibits, to restrict or discontinue that privilege whenever it is carried to excess or becomes an annoyance.

ARTICLE XV.

SECTION I. Exhibitors will be held responsible for the cleanliness of their exhibits and the space surrounding the same.

SECTION II. All exhibits shall be in complete order each day at least thirty (30) minutes before the palaces are open to the public. No janitor work or other labor of this character will be permitted during the hours the palaces are open to the public. In case of failure on the part of any exhibitor to observe these rules, the Chief of the Department, with the approval of the Director of Exhibits, may adopt such means to enforce the same as circumstances may suggest.

ARTICLE XVI.

SECTION I. No crates, barrels, or packing cases will be permitted to remain upon the exhibition space after their contents have been removed, except upon the recommendation of the Chief of the Department where the exhibit is installed, approved by the Director of Exhibits.

SECTION II. The Exposition Company will provide a storage warehouse for crates, barrels and packing cases, under a reasonable schedule of charges based upon those levied by similar warehouses, which will be optional for exhibitors to use.

SECTION III. Facilities for the conveyance of empty crates, barrels or packing cases to storage places will be provided by the Exposition at a moderate price.

ARTICLE XVII.

SECTION I. No exhibit or object upon exhibition may be sketched, copied or reproduced in any way whatever without the permission of the exhibitor, approved by the Director of Exhibits.

ARTICLE XVIII.

SECTION I. Exhibitors desiring to contract for service of electricity, steam, compressed air, power for shafting, gas or water, must make application to the Chief of the Department in which their exhibits are installed. No application for service will be entertained unless made upon a blank provided by the Director of

Works, to whom, after the approval of the Chief of the Department has been secured, such application should be presented.

ARTICLE XIX.

SECTION I. Concessions may be granted for private exhibitions for which a charge for admission may be made; for restaurants, for places of amusement, for merchandise, and for other purposes not incompatible with the scope and dignity of the Exposition, under the terms and conditions to be determined upon by the proper authorities in each case.

ARTICLE XX.

SECTION I. An official catalogue of all exhibits will be published in English by the Exposition. Foreign governments and States and Territories of the United States, making a collective exhibit may publish separate catalogues of their own exhibits when recommended by the Chief of the Department and approved by the Director-in-Chief.

SECTION II. The sale of catalogues is reserved exclusively by the Exposition.

ARTICLE XXI.

SECTION I. The Exposition will organize, equip and maintain an efficient police system for the protection of property and the preservation of peace and order.

SECTION II. The Exposition will maintain a corps of janitors and scavengers, whose duty it will be to properly care for and clean the general roadways, approaches, paths, etc., of the Exposition, and the aisles within the Exposition palaces; but their duties and responsibilities will not extend to exhibit spaces, to subsidiary aisles or to buildings of foreign or domestic countries or individuals.

SECTION III. Exhibitors may employ watchmen and janitors of their choice to guard and care for their material during the hours the Exposition is open to the public; such watchmen

will be subject to the rules and regulations governing employees of the Exposition, but no exhibitor will be permitted to employ attendants for service of this character, except upon the written consent of the Chief of the Department, approved by the Director of Exhibits.

SECTION IV. Each country, commission, organization, corporation or individual, by becoming an exhibitor, agrees to conform to all the Rules and Regulations established for the government and conduct of the Exposition.

ARTICLE XXII.

AWARDS

SECTION I. The system of Awards will be competitive. The merit of exhibits, as determined by the Jury of Awards, will be manifested by the issuance of diplomas, which will be divided into five (5) classes: a grand prize, a gold medal, a silver medal, a bronze medal, and an honorable mention (without medal).

SECTION II. No exhibit can be excluded from competition for award without the consent of the Director-in-Chief, after a review of the reasons or motives by competent authorities hereafter to be provided.

SECTION III. No exhibit or collection of exhibits will be reviewed for award except it is in its proper class and placed in the exhibition palace provided by the Exposition according to the Classification, and no jury or juror shall review an exhibit for award that is not installed in the palace provided by the Exposition for that particular exhibit, except that where on account of its size or character as being incompatible with, or dangerous to, the exhibition palace to which it is assigned by the Classification, an exhibit is by provision or order of the Chief of any Department, approved by the Director of Exhibits, installed outside of an exhibition palace, then the Jury of Award, upon the request of the Director-in-Chief, may review such exhibit.

Section IV. In a fixed ratio to the number of exhibits, but reserving to the citizens of the United States approximately sixty (60) per cent. of the jury membership, the construction of the International Jury will be based upon a determined number of judges allotted to each group of the Classification, and upon the number and importance of the exhibits in such group.

Section V. A chairman of the Group Jury will be elected by his colleagues in each group. This chairman will become, by right of his position, a member of the Department Jury, which Department Jury will in turn elect its chairman, who shall thereupon become a member of the Superior Jury.

Section VI. The honorary President of the Superior Jury will be the President of the Exposition. The President of the Superior Jury will be the Director-in-Chief of Foreign and Domestic Participation. There will be three Vice-Presidents appointed by the President of the Exposition. The First Vice-President will represent Europe, the Second Vice-President, South and Central America, and the Third Vice-President, the Orient.

Section VII. Special Rules and Regulations governing the system of making Awards and determining the extent to which foreign countries may have representation on the juries, will be hereafter promulgated.

CHAS. C. MOORE,
President.

Attest
RUDOLPH J. TAUSSIG,
Secretary.

until the Exposition closes, and as the patrons of your library, and the public generally, will want to know this, we hope you will announce the fact in your local papers.

We invite you to forward any inquiries that may come to you that seem to be insufficiently answered in the documents furnished.

Yours very truly,

PANAMA-PACIFIC INTERNATIONAL EXPOSITION.

PANAMA - PACIFIC INTERNATIONAL EXPOSITION

EXPOSITION BUILDING

DEPARTMENT OF EXPLOITATION

SAN FRANCISCO, CALIFORNIA.

August 29th, 1912.

TO THE LIBRARIAN:

We take pleasure in sending you herewith the rules and regulations of the Panama-Pacific International Exposition, to be held in San Francisco in 1915, to celebrate the completion of the Panama Canal.

As the Nation's trustees, we are building an Exposition that will be written into the history of our country as the celebration of an achievement that importantly affects the whole world, and the story of its building properly belongs in the archives of the world's libraries, particularly in the United States.

We take pleasure in placing you on our mailing list to receive all printed matter issued by us from now until the Exposition closes, and as the patrons of your library, and the public generally, will want to know this, we hope you will announce the fact in your local papers.

We invite you to forward any inquiries that may come to you that seem to be insufficiently answered in the documents furnished.

Yours very truly,

PANAMA-PACIFIC INTERNATIONAL EXPOSITION.